



H1N1 Lessons Learned

MCHD H1N1 Immunization Clinic at Lafayette Square Mall

Communication

- * Always the biggest challenge
- * Define the message
- * Keep it simple
- * Repeat it often



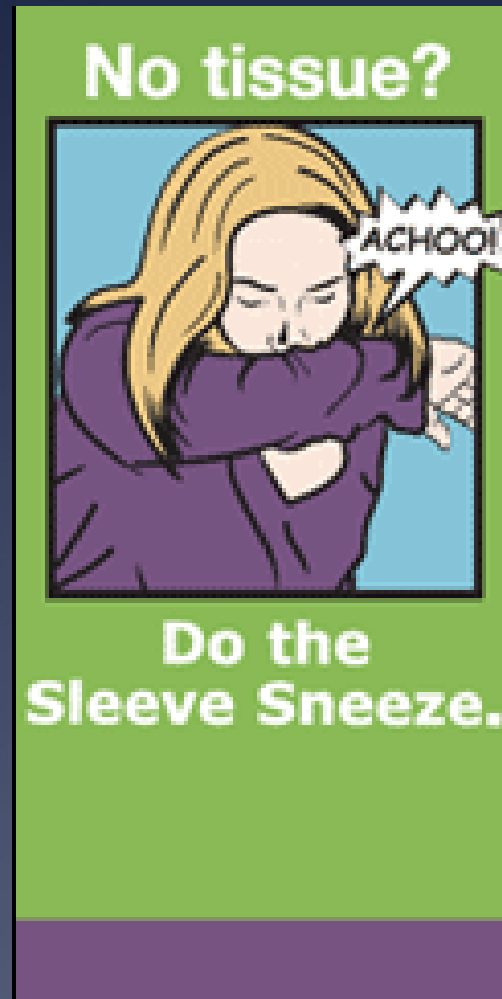
ISDH Message to Public

- * Important to evaluate effectiveness of communication strategy





Proper cough etiquette



Proper Handwashing Technique

STEP-BY-STEP HANDWASHING

1



Use soap and warm, running water.

2

Rub hands together, under water, for at least 20 seconds.



3



Wash backs of hands, wrists, between fingers and under fingernails. Rinse.

4

Turn off water with a paper towel, not your bare hands.



5



Dry hands with an air dryer or paper towel.

**EL PASO POR PASO
MANO LAVANDO**

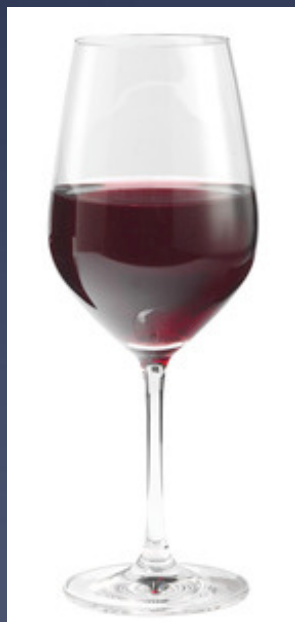
Sing Happy Birthday twice!



Important Facts about Hand Sanitizer



Alcohol Composition of Common Items



Appropriate Forms of Greeting

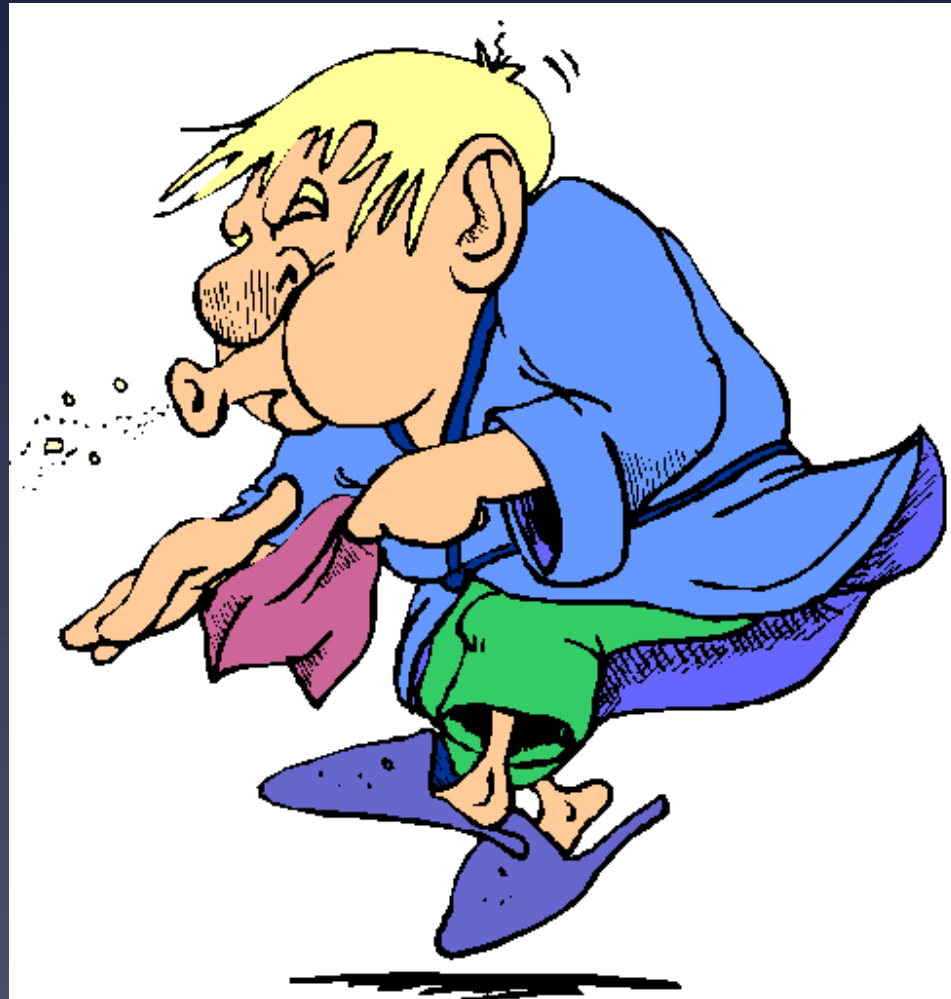


ISDH Approved Greetings!



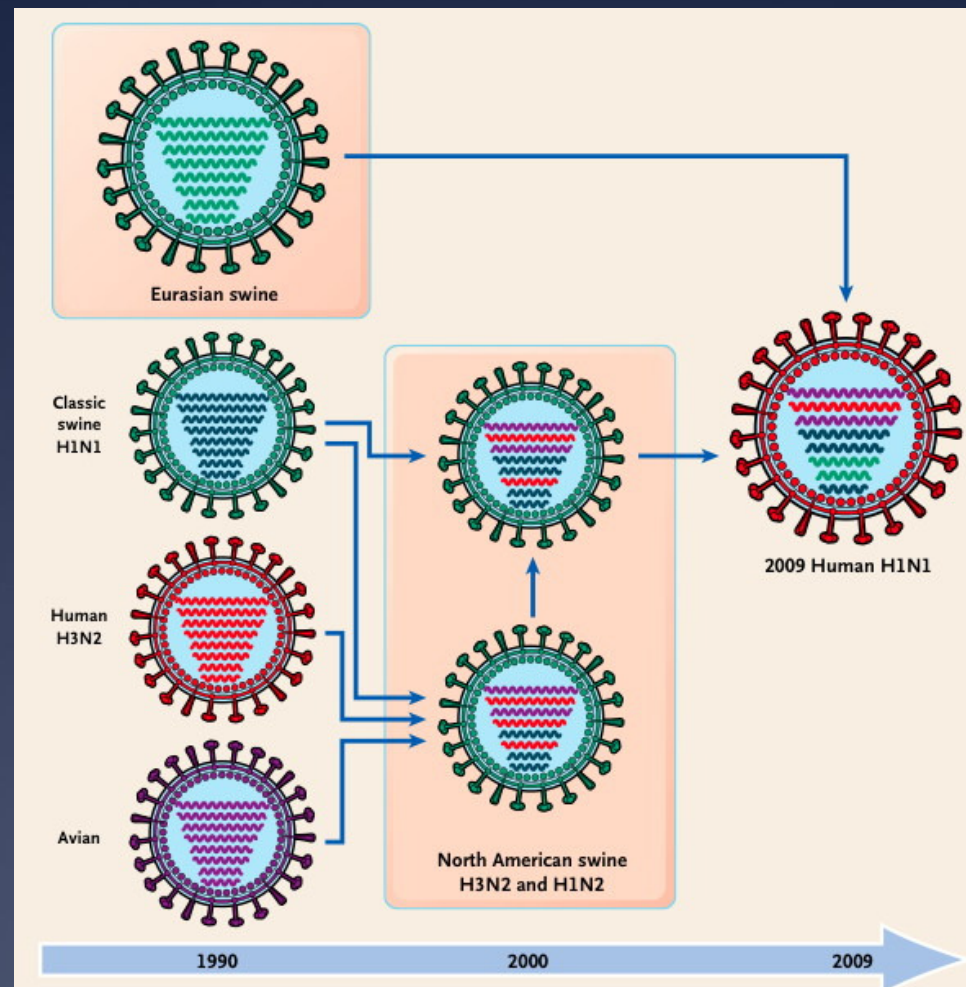
What else
have we
learned?

Don't GET the FLU



Don't Spread the FLU

The Evolution of 2009 H1N1



Trifonov, V., Khiabanian, H., & Rabadan, R. (2009). Geographic Dependence, Surveillance, and Origins of the 2009 Influenza A (H1N1) Virus New England Journal of Medicine DOI: 10.1056/NEJMp0904572

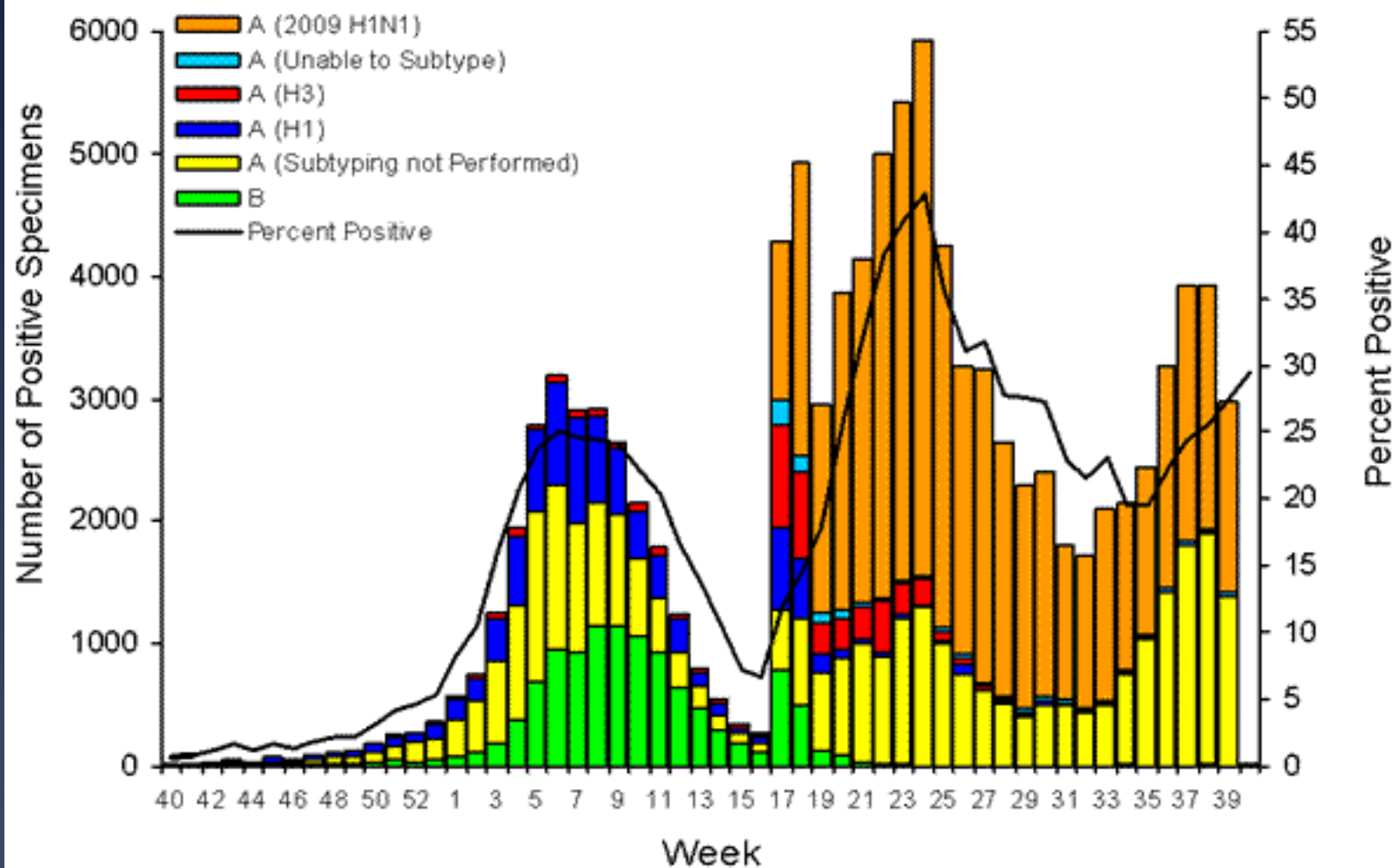
How Swine Flu became Human Flu



Human Influenza A/California/07/2009 (H1N1)

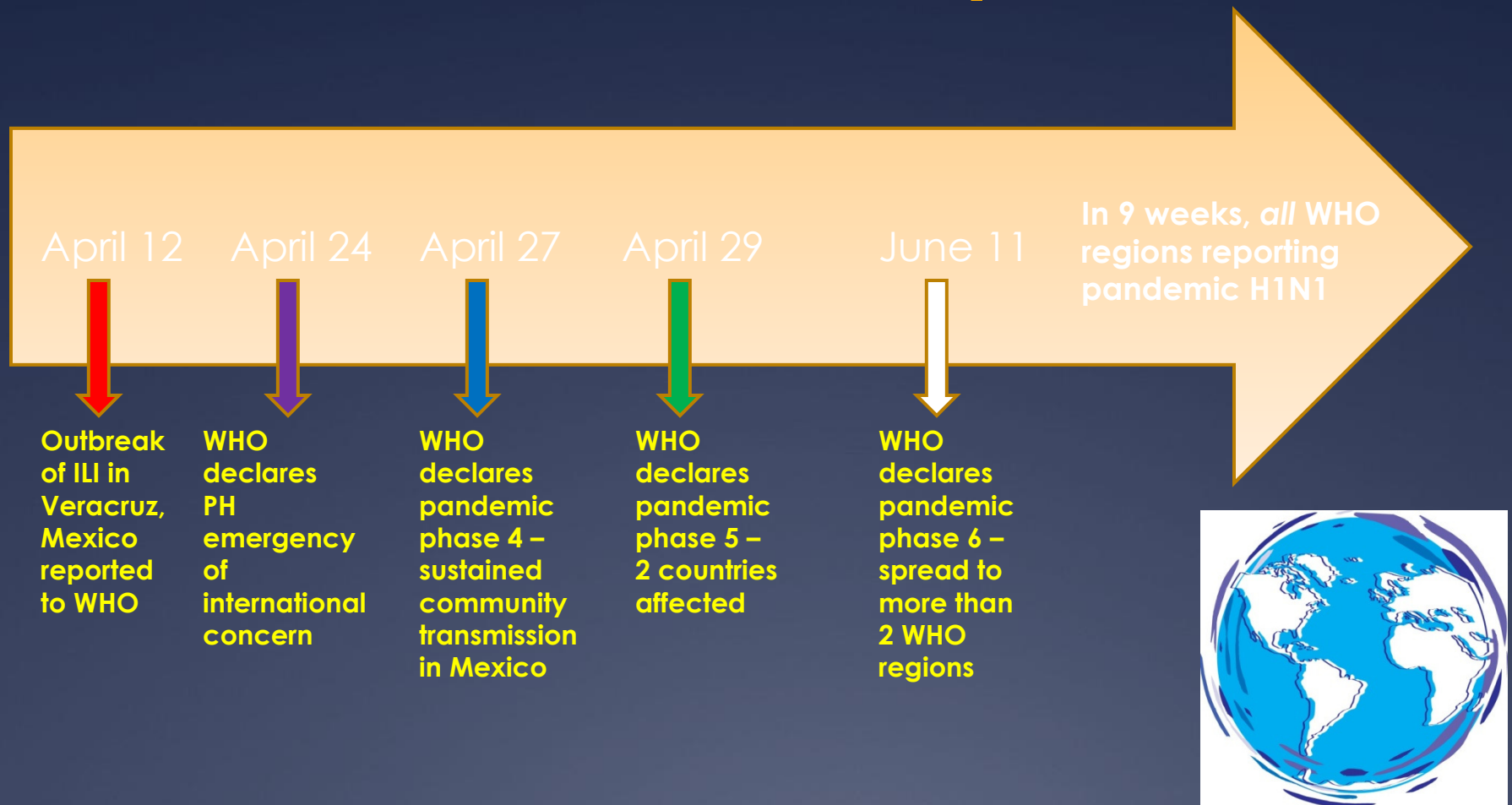


Influenza Positive Tests Reported to CDC by U.S. WHO/NREVSS Collaborating Laboratories, National Summary, 2008-09



www.flu.gov

2009 Timeline of Events from a Global Perspective



Source: World Health Organization at www.who.int

2009 H1N1 in Hoosiers

Based on ISDH Laboratory Submissions, Apr 20–Dec 31, 2009

Total
Confirmed

786 cases

Sex

51% Male

Ethnicity

80% non-Hispanic

Residence

Over 56 counties

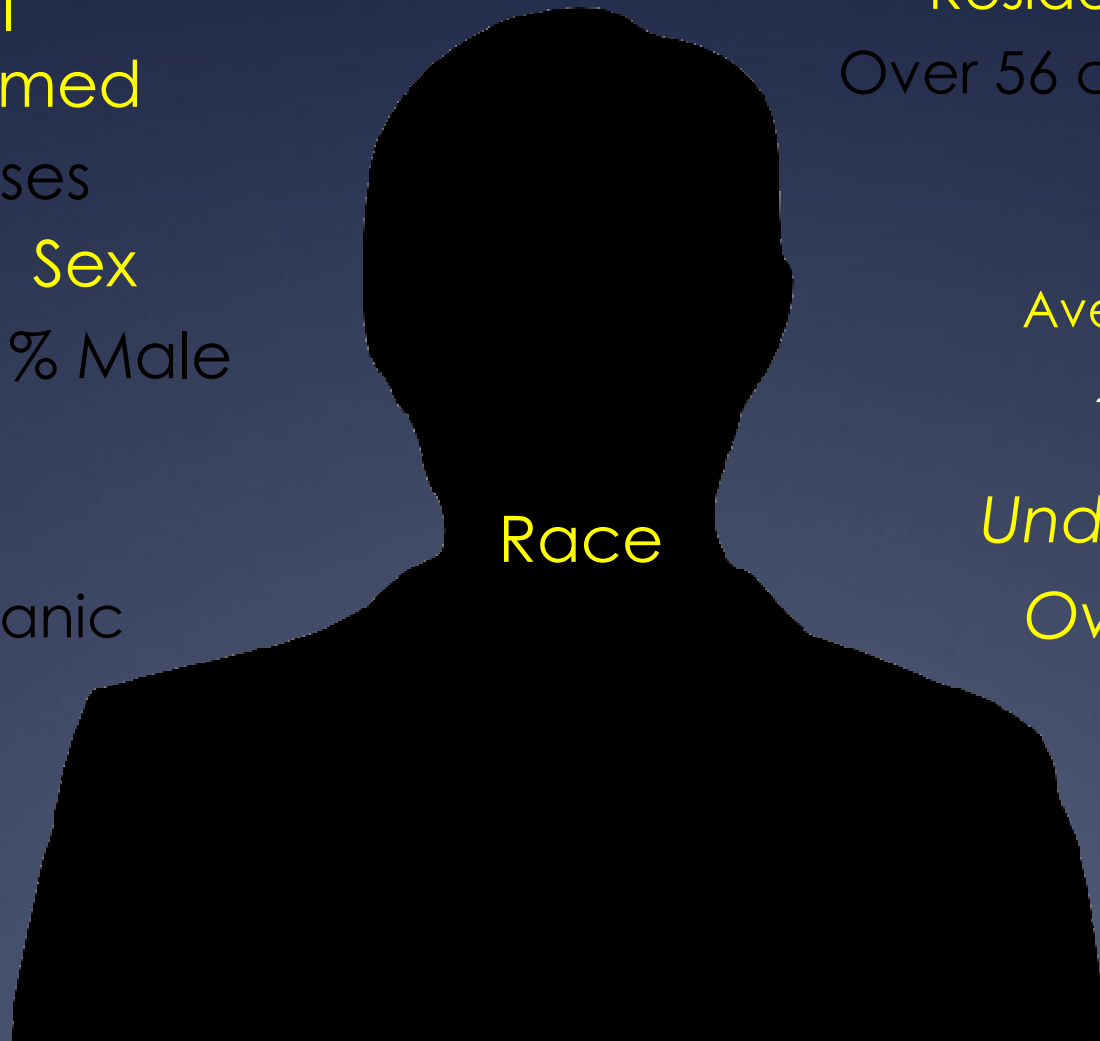
Average Age

18 years

Race

Under 18: 52%

Over 65: 1%





Vaccines Are Dangerous

A Warning To The Global Community



**2nd Edition
Revised/Updated**

Curtis Cost

THE PUBLIC HEALTH NURSE



She Answers Humanity's Call

**Your Red Cross Membership
makes her work possible**

- * < .5 public health RNs per 10,000 Hoosiers gave 959,189 of the total 1,350,739 H1N1 Vaccines given in Indiana (71%)

Communication Strategy

- * Indiana's media campaign:
 - * TV and radio PSAs
 - * Newspaper advertisements
 - * University bus signs
 - * 4-page magazine insert
- * ISDH Call Center
- * TV, Radio, and Newspaper interviews as requested
- * Weekly press conferences with media

ISDH Communication with Local Health Departments

- * H1N1 Weekly Webcasts
- * North/South Summer H1N1 Meetings
- * Dedicated H1N1 SharePoint Site for LHDs
- * Local Health Department Hotline
- * Field Staff
- * Daily email updates
- * H1N1 email address for LHD questions

ISDH Communication with Health Care Providers

- * H1N1 Weekly Q & A's
- * Articles published in ISMA newsletter
- * Professional organizations contacted and sent updates
- * Medical Provider Hotline
- * Weekly phone calls with Hospitals
- * Letters to Primary Care Physicians
- * Weekly Epi updates

And still the message didn't reach everyone!

- * How did LHDs get the word out?
- * How did you reach physicians in your community?
- * How can we do better next time?

Flu Goes to School

- * School Closures First Wave
 - * 1,351 schools closed in 34 states
 - * 3,170,061 instructional days lost
- * School Closures Second Wave
 - * 1,937 schools closed in 46 states
 - * 1,565,321 instructional days lost

1,448,582 students and 93,734 teachers were affected

Flu Goes to School

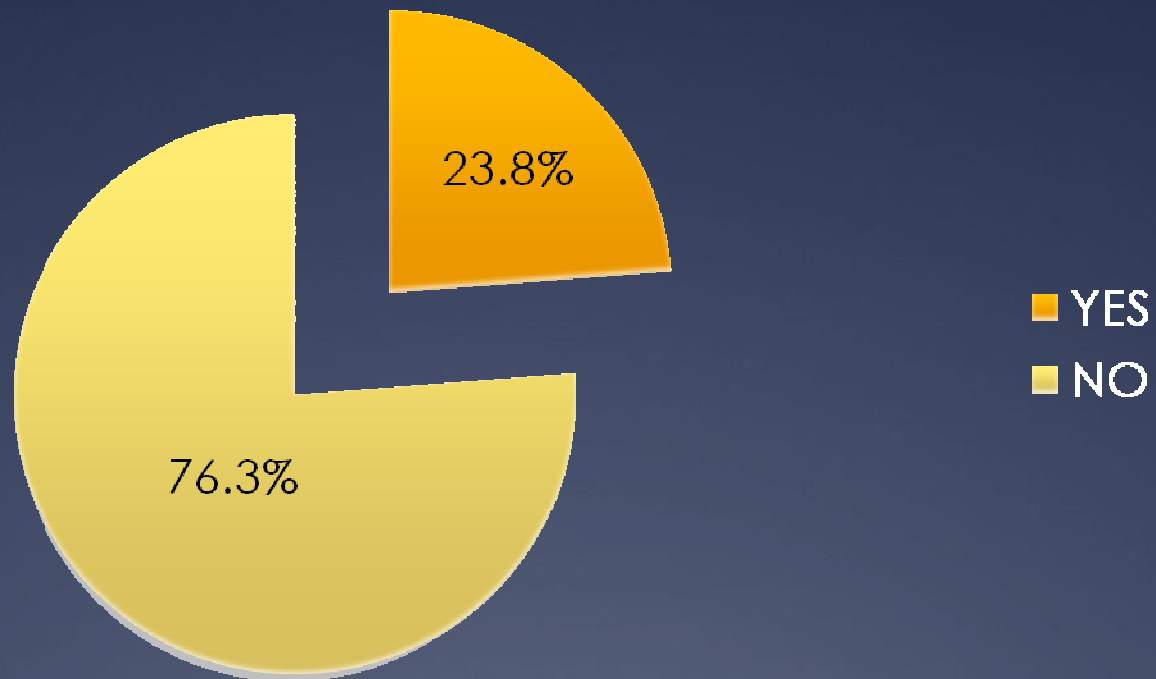
- * Widespread flu corresponds with “back to school”.
- * Races through schools in Indiana, many with over 10% absence rates for weeks.
- * Nationally, pediatric deaths continue to rise.
- * Finally, vaccine arrives and public health nurses collaborate with school health nurses to hold school vaccinations clinics.

School RN survey

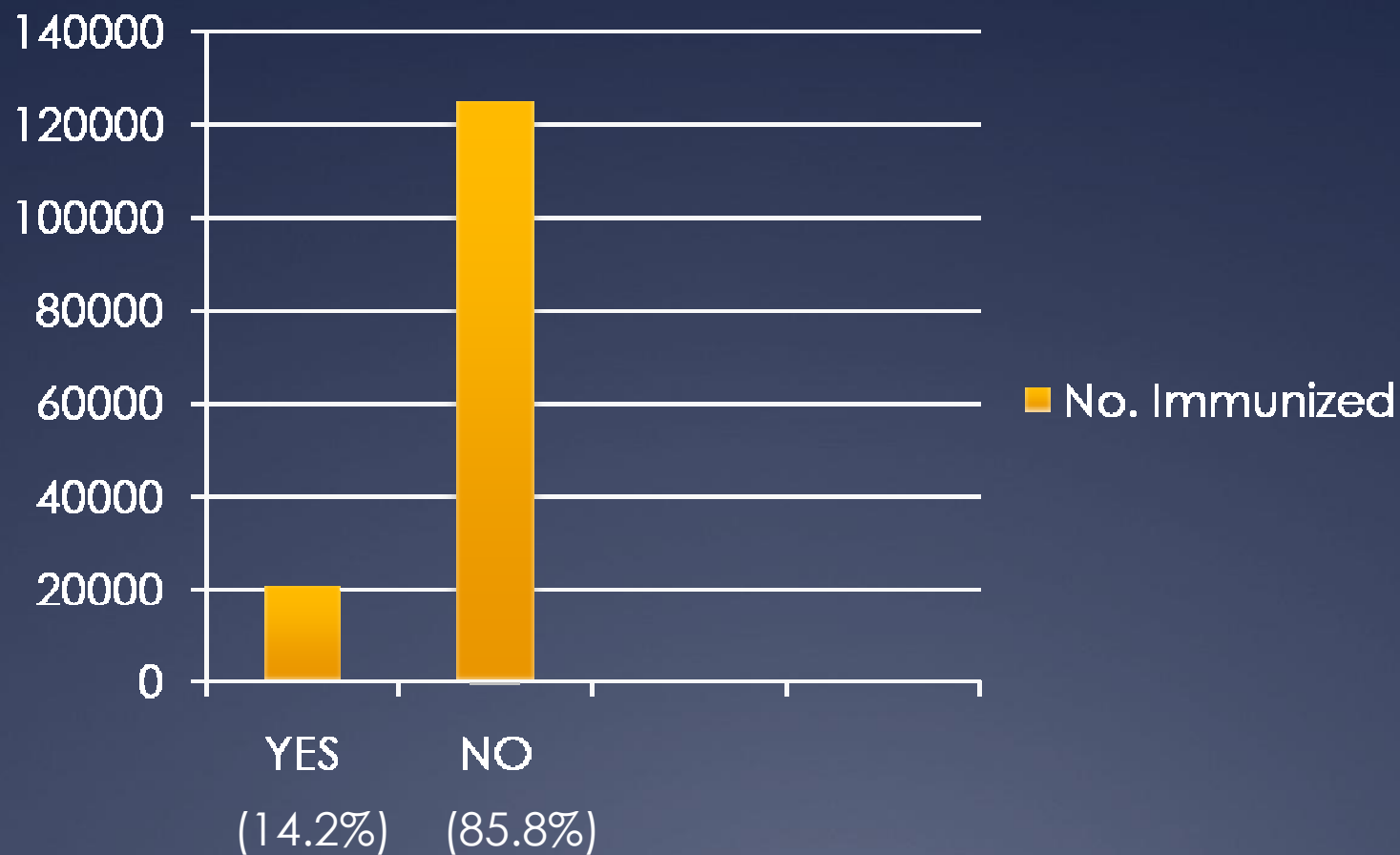
- * 334 nurses responded
- * 90% Public School and 10% Private School
- * 50% Rural, 28% Suburban, 22% Urban
- * 80% reported having H1N1 clinics at school
- * 1,706 Clinics vaccinated 182,263 students, teachers, and some family members

Parents Required to Be Present During Vaccination

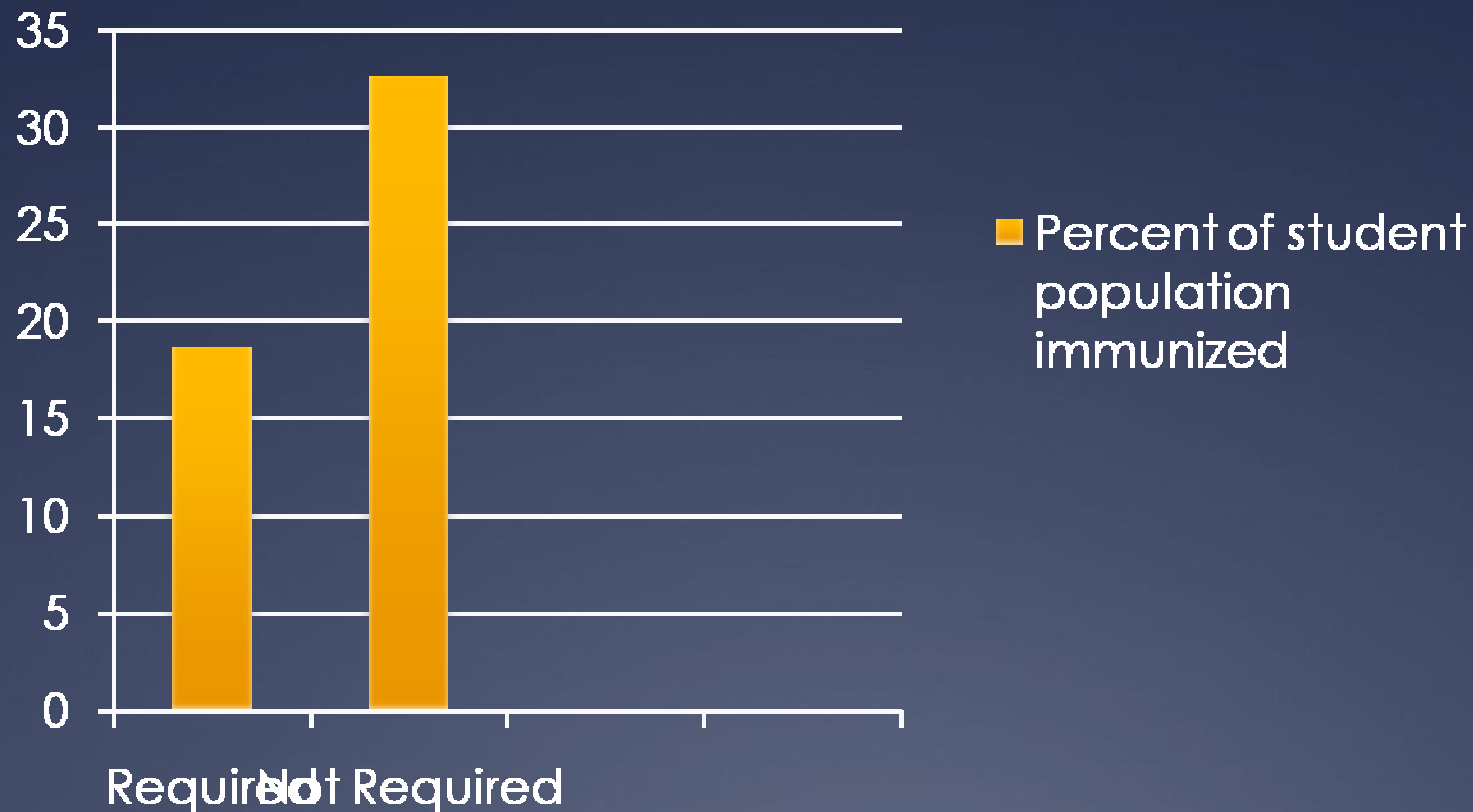
Required Parents



Number Immunized by Parental Presence Required



Percent of Student Population Immunized by Parental Presence Required



School Based Clinics

- * Challenges?
- * What worked well?
- * What didn't work?
- * What changes did you make midstream that made a difference?
- * Did any LHDs work with other LHDs to run clinics?

THANK YOU!!

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Public Health and Preparedness

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